

Shpynov A.
Yu. Makukha, research supervisor
V. Bodrova, language adviser
National Mining University

GOOGLE DRIVE IN MARKETING RESEARCHES

Google Drive is a file storage and synchronization service by Google. It can help you to save all necessary files in the Internet and create a variety of documents. Actually, Google Drive is the same thing as Dropbox or Icloud, but in contrast to these services you can create, edit and share files here.

With help of this service you can create:

- Documents
- Presentations
- Spreadsheets
- Forms
- Drawings
- Scripts e.t.c

Advantages of using Google Drive:

- It's available on all of your Idevices or android devices
- Synchronization of all of your devices
- Collaboration
- Offline access
- Safety
- 5 GB of free space

The most important tools for a marketing specialist is «Form». You can create questionnaires there and then conduct the survey. Also you can expand the potential of Google drive by apps which you can install on it. With help of these apps Google drive becomes more personalized and user-friendly.

As you know, there are a lot of types of questions in questionnaires. And you can create all of them and answer with help of Google Drive.

Different types of questions

- Open-ended questions
- Closed-ended questions
- Multiple-choice question
- Scales
- Grids
- Word associations

When a form is created you have to choose a way and a place to ask your respondents. You can attach an application form to an e-mail, insert it to your website, blog or just share a link via your social network account. And of course,

developers in Google understand, that if you conduct a research you need to draw conclusions, which is consist of different diagrams, charts and etc. So they create plenty of features that can help you analyze data and make some conclusions.

To sum up, I'd like to say, that Google Drive will be very useful for marketing specialists who work in IT sphere or who promote products or services through the Internet or social networks. It is definitely for a small business or for a startup, because it is free. If you have money, you can find better software for conducting a survey. Google Drive is not the best, but it has the advantage of being of quite high quality and free.